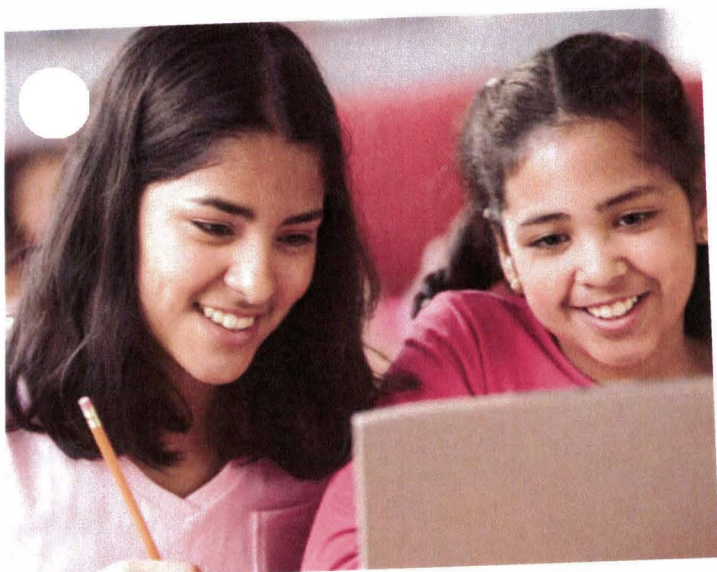


Appendix C

Internet Essentials **Partner Program Guide**



INTERNET ESSENTIALSSM
FROM COMCAST

Partner Program Guide

**For Educators, Community Partners
and Government Officials**

A step-by-step approach
to help more students
and families get online

INTRODUCTION

Bringing Internet service to more families. It starts with you.

The digital divide is real. As broadband Internet becomes increasingly central to employment, education and even health care, the gap between those with Internet service and those without grows larger. Students and families without Internet at home have to struggle to keep up.

At Comcast, we're working to help close the digital divide through the Internet Essentials program. We believe this first-of-its-kind initiative will serve as a national model for expanding broadband adoption by low-income Americans.

Internet Essentials offers families with at least one child receiving free or reduced price school lunches low-cost broadband service for \$9.95 a month plus tax. In addition, they have the option to purchase a computer for just \$149.99 plus tax at the time of enrollment, plus free digital literacy training — in print, online and in person.

Your role is key to our program's success.

As an educator, librarian, elected official or community leader, you play a vital role in bringing the Internet to more families in your community. By promoting the importance of Internet access and spreading the word about programs like Internet Essentials, we can help bridge the gap — one family at a time.

This guide will help you learn about Internet Essentials and how you can help spread the word. We hope you'll share it with other groups or individuals and even coordinate efforts with them.

For any questions, please contact your local Comcast Government Affairs representative or go to **InternetEssentials.com/partner**.

Thank you for your continuing participation and support.

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SECTION 1: ABOUT INTERNET ESSENTIALS FROM COMCAST

This fact sheet can help you learn the basics of Internet Essentials – including who may qualify and what they'll receive.

What's included:

While participating in Internet Essentials, customers receive:

- Fast home Internet for just \$9.95 a month + tax
- No price increases, no activation fees and no equipment rental fees
- A low-cost computer available at initial enrollment for just \$149.99 + tax
- Access to free Internet training — online, in print and in person

With Internet Essentials, families can use the Internet at home for all the things they need to do online — from email, homework and job searches to paying bills, sharing photos, watching videos and much more.

Internet Essentials customers can also take advantage of additional benefits, including:

- 30-Day Comcast Customer Guarantee.
- Constant Guard,[™] a \$360 value, included for no additional cost. It includes top-rated Norton[™] Security Suite, plus identity theft protection, and more.
- IDENTITY GUARD.

Who qualifies:

A household is eligible to participate in Internet Essentials if it meets all of the following criteria:

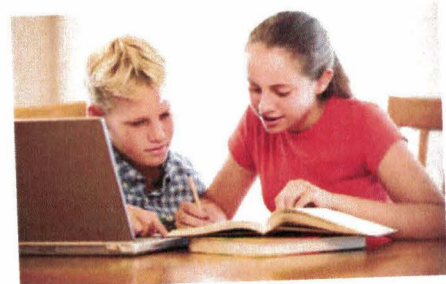
- Is located where Comcast offers Internet service
- Has at least one child receiving free or reduced price school lunches through the National School Lunch Program (NSLP)
- Has not subscribed to Comcast Internet service within the last 90 days
- Does not have an overdue Comcast bill or unreturned equipment

DID YOU KNOW?

In the first 5 months, over 41,000 low-income families got connected to the Internet through Internet Essentials, bringing approximately 80,000 students and an estimated 160,000 people online.

"It's critical to close the digital divide. We need to do it for our kids, we need to do it for our future."

— Governor Jack Markell, Delaware

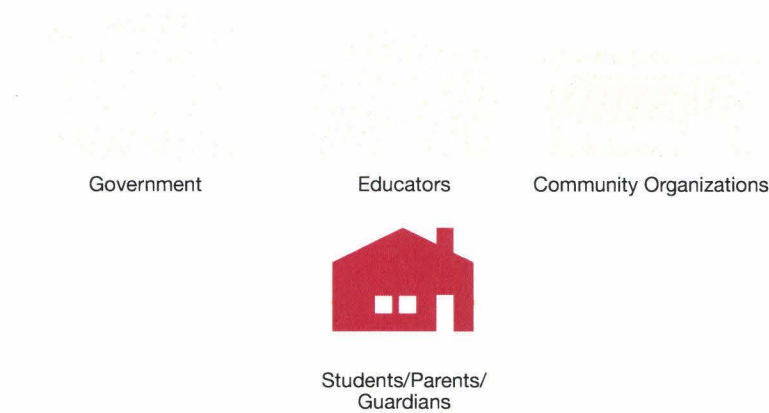


SECTION 2: PROGRAM OVERVIEW

Here's a quick overview of how you can help Internet Essentials bring fast, affordable home Internet to families that qualify.

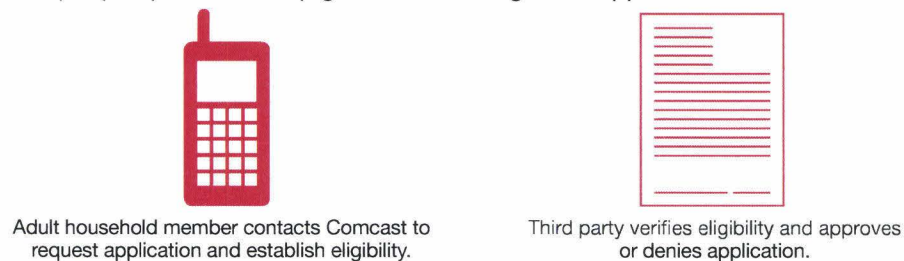
Phase 1: Outreach

Your role: Distribute information such as flyers, brochures and letters to let students and families know about Internet Essentials.



Phase 2: Application

Your role: Give the Comcast toll-free number 1-855-8-INTERNET (1-855-846-8376) or 1-855-SOLO-995 (1-855-765-6995) to prospects and help guide them through their application.



Phase 3: Acquisition and Training

Your role: Refer community members to the Internet Essentials website to access online learning tools and to find free local in-person classes.

